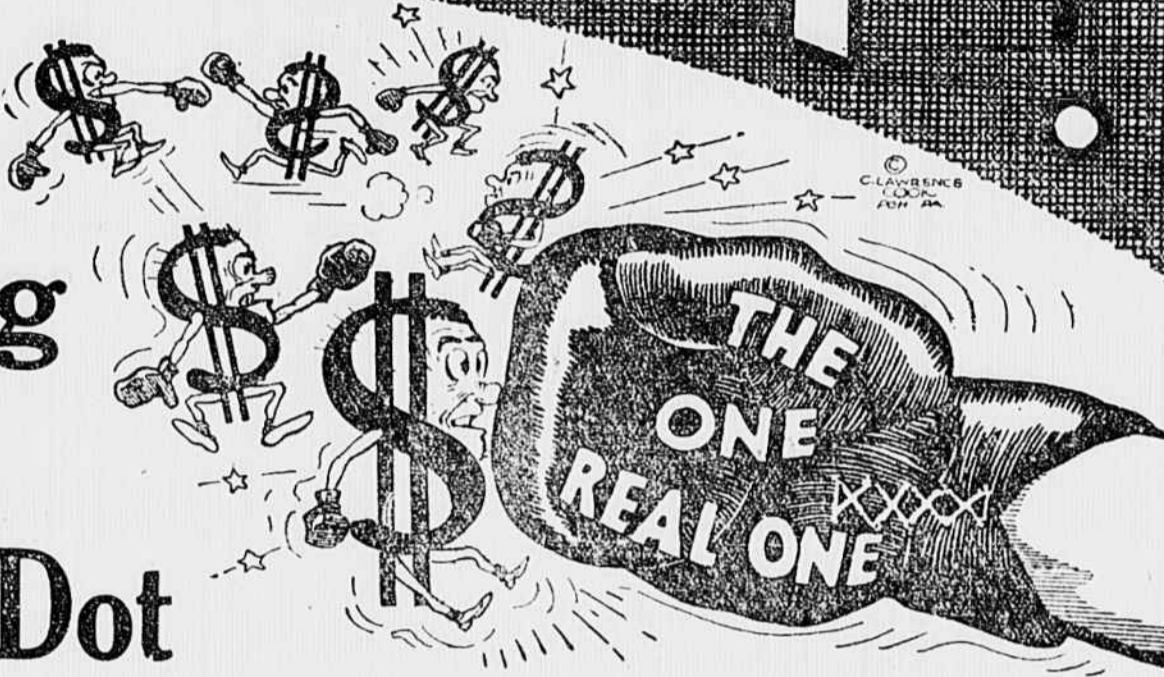


DOORS OPENED
9 O'CLOCK SHARP

ROUNTREE'S RE

OH! WHAT A WALLOP!

Sale Starts
Tomorrow Morning
May 15th
At 9 o'clock on the Dot



OH, WHAT
WELL T

An Amazing Sa
Beginning Tomo
14 DAYS
ROUNTREE'S

Discontinued Dinnerware!

10,000 pieces border and coin gold decorations from one of America's largest potteries. In this Remodeling Sale at less than the actual cost to decorate. The entire shipment divided into three big lots, at only three prices. Read the items. Come early, as the lot will not last long at these prices:

9c	19c	29c
4-inch and 5-inch Plates, 6-inch Plates, Cup and Saucer, Cream, Pickle Dishes, and 8-inch.	Sugar Dishes, Bakers, Butter Dishes, 8-inch Plates, Pitchers, Nap-pies, 6-inch, 7-inch Boats, Vegetable Dishes.	Covered Dishes, Solid Dishes, 10-inch Plates, 12-inch Plates, Gravy Boats, Vegetable Dishes.

Progress is the thing that moves the world. It is the order of the day; it is the broad idea of life, commercially and socially, and it should know no obstacles. No business can be considered healthy unless it is moving forward. Business standing still is going back, and that is the condition no progressive business man can countenance. This sensational sale, starting tomorrow morning, May 15, at 9:00 o'clock in the morning, is an amazing sacrifice on the altar of progress. Rountree Corporation in its old quarters has reached the limit of its capacity. More space, more facilities and a more

modern, up-to-date building is needed. We are going to have it, and you won't know the old store when our plans have been carried out; but, in the meantime, what happens? We have got to clear the decks; the store has to be emptied before the army of carpenters, builders and painters can get to work, and comes this sale. A real sale to really sell Furniture and Rugs marked at prices that will really sell them. You have simply got to buy when you come. The goods are marked that way. Thrilling, Sensational Bargains. You have heard of other sales. This one you will never forget.

Thrilling Distribution of Floor Coverings

You'll see this bright, cheerful fourth floor Rug and Carpet Department crowded as never before. Prices you will immediately recognize as representing the greatest bargains that ever greeted your eyes!

MATTING RUGS \$3.85
9x12 ft. In This Sale

Print Linoleum for, square yard	69c
Genuine Inlaid Linoleum for, square yard	\$1.05

9x12 Seamless Velvet Rugs
In the Big Sale **\$27.85**

You'll recognize the quality of these Rugs—think of it! Now just \$27.85.



Wardrobe Trunk Special!

Size 60x20 inches. Oval top end, bands on sides, nicely cretonne lined; shoe pockets, laundry bag, hat box that can be reversed. Contains 10 hangers and ample drawer space. The quality is "built in," and we can't afford it the best value of the year at **\$24.75**

Steamer Trunk Special

Choice of 32-inch or 24-inch sizes. Metal covered. Four strong slats top and bottom. An extra good value at **\$4.95**

Dress Trunk Special

Made of fiber, round top edge. Well constructed with durable trimmings. Extra skirt tray and fiber band across lid. Very special at **\$7.95**

Suit Case Special

Genuine leather, 7 1/2 inches deep, 24 inches long. Straps all around. Strong handle and corners. Cloth lined, 4 inside straps and shirt fold. Special **\$5.95**

Traveling Bag Special!

Genuine leather. Choice of either 16-inch or 18-inch sizes. Strong corners and handle and nicely lined. Special **\$3.95**

Boston Bags

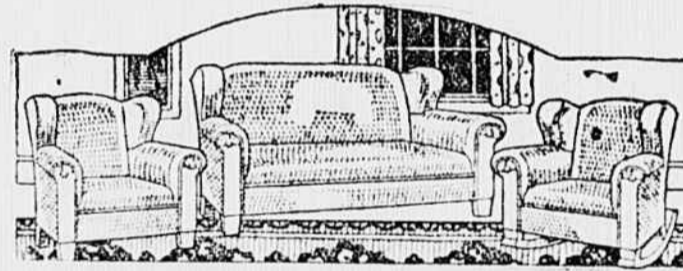
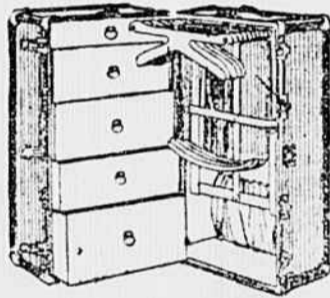
Genuine leather, 14-inch size. Latest style Vanity Boxes, with attractive fittings. Former price \$2.50, now **\$1.95**

Pullman Slippers

13.50 Pullman Slippers. Sale price **\$1.95**
75c Snappy Purse. A wonder. Sale price **45c**

Belt Buckles

11.00 Buckles, silver front. 50c
11.25 Buckles, part sterling. 70c
12.00 Sterling Buckles. **\$1.10**



Oh, What a Shattering of Prices on Magnificent Overstuffed Living-Room Suites

What home hasn't longed for a splendid overstuffed suite? Now, at this sale, what home can say that it can't afford to own one?

You'll rave over the beauty of these super-quality suites in this sale—and the sensational "come down" in prices!

SPECIAL THREE-PIECE OVERSTUFFED LIVING-ROOM SUITES IN THIS SALE FOR... \$169.85

Overstuffed 3-piece suites, covered with brocade velour. Formerly sold for \$365.00, now **\$248.95**

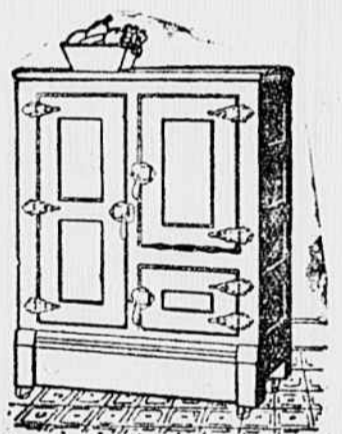
Magnificent 3-piece overstuffed suite with Turkish pillow arms and loose cushion seats; also in fine tapestry. Formerly sold for \$335.00, now **\$265.35**

EXTRA! Talk About Bargains

PORCH SWINGS—3-FOOT SIZE COMPLETE WITH CHAINS \$2.45

Fiber Porch Rockers. Formerly \$23.50, now **\$16.35**

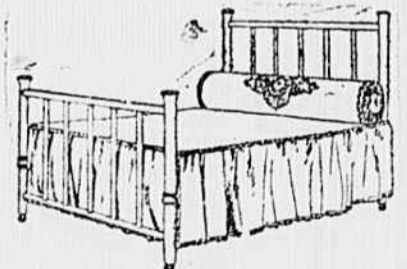
Fiber Porch Rockers. Formerly \$9.50, now **\$5.95**



Extra! Refrigerator

\$23.75 Oak Refrigerators, white enamel lining, satisfactory wire shelves. Sale Price **\$16.9**

\$33.50 Refrigerators, enamel lining, wire shelves. Sale Price **\$24.6**



Extra! Metal Bed

2-inch continuous posts. Choice of white oxidized, now **\$8.9**

A lot of White Iron Beds, choice at **\$7.9**

Special! Bed Outfits

Splendid White Enamel Bed, 2-inch continuous posts and heavy fillers. Complete with National Spring and Felt Cotton **\$19.85** Mattress. In the Big Sale for...

FREE! FREE!
Monday Morning
at 9 o'clock

Grand Free distribution of 100 sets of Cups and Saucers (6 Cups and 6 Saucers to set), when sale opens tomorrow morning at 9 o'clock, to the first 100 ladies entering store. Be here when the doors open.

Rountree's

FURNITURE — LUGGAGE

111-115 West Broad Street, Richmond, Va.